

ADVERTISEMENTS ON HOMES



Those who are having a tough time paying off their monthly mortgage payments may think that an opportunity such as advertisements on their home would help them. There is one advertising company, Brainiacs from Mars, which has recently signed a deal with a homeowner. The deal says that they will pay of the mortgage payments for the homeowner for at least three months but up to an entire year, as long as they are able to pain the home to advertise for their services. This may sound like the best solution ever but realistically, many people are arguing that it is simply a publicity stunt and that it does not make much sense, especially financially. For starters, people question why an advertising company would pay off the homeowner's mortgage. The advertising company could easily buy the home themselves if they wanted to paint it up with their advertisements. They could easily buy the home and rent it out to people for a much lower cost than the monthly mortgage payments. And, if this type of advertising increases in popularity, advertisers are not going to pay nearly as much as the homeowner will need to pay off their monthly mortgage payments. Another thing to think about is that a lot of homes are just not located in the right place. Billboards with advertisements are placed along highways and popular roads because that is where all the people are at and it is a way for them to reach a large audience. However, a lot of homes, especially homes that are located in the suburbs, are not going to reach a large amount of attention on a daily basis. Advertising on a home where there is little to no traffic would be basically pointless for an advertising company to do. Only a few people will see a home that is painted with advertisements whereas advertisements on a billboard can be seen by thousands of people who drive by it on a daily basis. There are also too many people who have an interest in having their house painted with advertisements as a way of getting their mortgage payments paid off. In fact, with only one spot available, there were just about 40,000 applicants who were hoping to have their house painted with advertisements as a means of getting their mortgage paid off. The company has made claims that in the near future, it will be painting more homes with advertisements but not nearly as many homes will be painted as there are applicants. The company is only going to pick the homes that are located in high traffic areas because they want to make sure that people see the advertisement. They are not going to pick homes that are located in rural areas with no traffic and virtually no attention. And, as more people want their homes to be painted with advertisements, eventually the advertising company simply will not be willing to pay off the entire mortgage, and will only end up paying a percentage of the monthly mortgage payment that is due.